



1st International Conference On

**MARKETING & SOCIETY
(MARSOC 2020)**

Organized By

Calcutta Business School



Venue : Calcutta Business School, Kolkata

2020 July

23
24
25

1st International Conference
on
“Marketing and Society”
(MARSOC 2020)



Organized by:
Calcutta Business School
(A Unit of Shikshayatan Foundation)

Date: July 23rd: Workshop on Case Teaching
July 24th & 25th: Conference

Venue: Calcutta Business School

ABOUT MARSOC

Responsible marketers discover what consumers want and respond with right products at right price to give value to buyers, and profit to the producer. Recent developments in the marketing sphere globally have created an ambience of mutual relationship between the producers and the consumers. Marketing practitioners are emphasizing on customer values and are pursuing disruptive and continuous innovation for sustainable competitive advantage. MARSOC intends to capture the recent marketing practices in the domains of corporate social responsibility, sustainable marketing, green marketing, relationship marketing and application of digital practices and data analysis.

ABOUT CONFERENCE

The power of market forces and that of marketing to shape virtually every aspect of a society's interest, attitude, and culture should not be underestimated. If used wisely and rationally, marketing can create, foster and channelize the vast energies of the free market system for the good of consumers, corporations, and society as a whole. If used recklessly, it can cause significant harm to sustainable economic development. The sole objective is to continue with economic activity while safeguarding the interests of the society and the physical environment. In the current modern marketing context, the objective of this two day 'International Conference on Marketing & Society'(MARSOC-2020) is to provide a platform for industry, marketing practitioners and academia to share their knowledge and experiences in a single platform. It intends to attract intellectuals and understand best practices in the domain of marketing and motivate researchers to address new issues in these areas.

ABOUT WORKSHOP

The real-life nature of cases brings interest and relevance to the application of abstract concepts and theory in practice. Business, case method teaching is now widespread across disciplines. Case libraries have grown, and cases may be presented in a variety of media. Now, as online learning grows, educators are exploring case-based learning in online environments. Participative and collaborative learning has proven to be an exciting alternative to traditional management pedagogy. Today's students demand an active role in their own learning. The intent of these workshops is to train high-potential faculty the case teaching process, and develop case teaching culture in Indian management schools.

Conducted by experienced faculty, experts in the case method, an intensive one day workshops will cover the fundamentals of case teaching.

Expert Profile:

Prof. Soumendra Bagchi: Associate Professor, Human Resource Management, XLRI Jamshedpur

Prof. Debasish Pradhan: Associate Professor, Marketing Management, XLRI Jamshedpur

THE CONFERENCE WILL FOCUS ON THE FOLLOWING THEMES:

- Consumption trends and behavior
- Environmental Responsiveness and Marketing
- Sustainability & Challenges in Emerging Markets
- Entrepreneurship and emerging PPP models
- Innovative Business Models and Economy
- Marketing Ethics and Social Responsiveness
- Digital Revolution and Disruption
- Integration of Technology and Business
- Social responsibility of Business
- Skill development for Emerging market and Business Today
- Technology and Marketing/Marketing Analytics
- Latest Techniques in Marketing Research
- Marketing Strategies for BOP
- Not For Profit Marketing
- Service marketing and Service Science
- Art of Selling
- Business Operation Techniques and Marketing Management

CHIEF PATRON:

Syt. S.K.Birla. Chairman, Board of Governors,
Calcutta Business School

PATRON:

Professor Tamal Datta Chaudhari
Dean & Professor, Calcutta Business School, India

CONFERENCE CHAIR(S):

Professor Pithwiraj Nath, Professor of Marketing and
Associate Director of the Retail Institute at Leeds
Beckett University, UK

Professor Arpan Kar, Associate Professor,
Department of Management Studies, IIT Delhi

Professor Yam Limbu, Associate Professor,
Montclair State University, USA

Prof. P. Venugopal, Professor, Marketing XLRI,
Jamshedpur, India.

Professor Arun Sen, Professor, Department of
Information and Operations Management Mays
Business School, Texas A&M University, USA.

HONORARY CHAIR(S):

Prof. Abhijit Biswas, Kmart Chair Professor in Marketing,
Wayne State University.

Professor. Shivam Gupta, Associate Professor Montpellier
Business School, France.

Professor. Yogesh K. Dwivedi, Professor of Digital Marketing
and Director of Emerging Markets Research Centre, School
of Management Swansea University

Professor. Anand Jaiswal, Associate Professor, Marketing
IIM Amhedabad.

Professor.(Dr.) Swagato Chatterjee, Assistant Professor,
Vinod Gupta School of Management, IIT, Kharagpur.

Professor(Dr.) Zillur Rahman, Professor ,Department of
Management Studies, Indian Institute of Technology,
Roorkee.

Dr. Sheshadri Chaterjee, Microsoft Corp Asia Pacific
Regional Business Solution Manager : Redmond, WA, US

Dr. Dipanjan Goswami Sr. Research Scientist at Sanyo
Daiichi

SPEAKER(S):

Professor P. Venugopal , Professor, Marketing XLRI, Jamshedpur, India

Professor Shivam Gupta, Associate Professor Montpellier Business School, France.

Professor Abhijit Biswas, Kmart Chair Professor in Marketing, Wayne State University.

Professor Anand Jaiswal, Associate Professor, Marketing IIMAmhedabad.

Professor Arpan Kar, Associate Professor Department of Management Studies, IIT Delhi.

Professor Zillur Rahman, Professor, Department of Management Studies, Indian Institute of Technology, Roorkee.

Professor Suvasis Saha, Professor, Marketing University of Calcutta, Dept. of Business Management.

Professor Sitanath Majumder, Professor, Marketing University of Calcutta, Dept. of Business Management.

Dr. Sheshadri Chatterjee, Microsoft Corp Asia Pacific Regional Business Solution Manager : Redmond, WA, US.

Dr. Dipanjan Goswami Sr Research Scientist at Sanyo Daichi Ltd.

Mr. Debajyoti Banerjee Founder & CEO at Seven Boats, Google Certified Digital Marketer & Trainer, Brand Strategist, Consultant & Entrepreneur.

Mr. Rahul Bose Global Learning and Development Leader - IBM India Limited.

Dr. Debashish Biswas, Partner Deloitte.

Mr. Bharat Bhushan Chief Digital Officer TaTa Metallica

Ms. Nilanjana Chaudhuri CEO at peers Symantech.

Mr. Ranodeep Saha CEO Founder of Rare Planet

CONVENER :

Professor Sanjana Mondal,
Assistant Professor, CBS

CO-CONVENER(S):

Professor Suman K. Dawn, Professor, CBS
Professor Pinaki R. Bhattacharyya,
Associate Professor, CBS

SUBMISSION:

Submit a complete paper within the time frame as mentioned under Important Dates. Submission must be done in MS-Word format with standard 1 inch margin on every side. Please see the call for paper submission and registration in the MARSOC 2020 website.

<https://calcuttabusinessschool.org/MARSOC2020/>

Easy Chair Link:

<https://easychair.org/conferences/?conf=marsoc2020>

Please mention the track while submitting the paper.

TRACKS:

1. Business Analytics and Marketing Strategy
 2. Sustainability and Challenges in Emerging Market.
 3. Digital Revolution and Disruption
 4. Technology, Innovation and Entrepreneurship
 5. Social and Environmental Responsiveness
 6. Human Behavior and Psychology
 7. Business Operation Technique and Supply Chain Management
 8. Human Skill in Business and Marketing
 9. Latest Techniques in Market Research
 10. Service marketing and Service Science.
- Special track for students only

IMPORTANT DATES

Submission open	:	Feb 10, 2020 (Abstract deadline 28 th Feb)
Submission of Full Paper	:	March 15, 2020
Notification of Acceptance	:	April 2nd, 2020
Submission of Camera Ready Full Papers	:	April 20th, 2020
Early Bird Registration	:	April 5th, 2020
Regular Registration	:	April 15th, 2020
Workshop Date	:	July 23rd 2020
Conference Dates	:	July 24-25th 2020

The abstracts of all accepted and orally presented papers would be published in the Conference Book of Abstracts. After the conference, based on the decision of the programme committee, the authors of the presented papers in MARSOC-2020 will be intimated regarding submission of extended version of their papers for possible publication in the associated Journals.

Associated Journals:

International Journal of Business and Globalisation (IJBG) Publisher: Inderscience; Scopus Indexed; Listed in ABDC Journal Rankings List & UGC Approved List of Journals (No. 2661) (**Confirmation received for the Special Issue**).

International Journal of Public Sector Performance Management: Publisher: Inderscience; Scopus Indexed; Listed in ABDC Journal Rankings List & UGC Approved List of Journals (No. 23422) (**Confirmation received for the Special Issue**).

International Journal of Technology Transfer and Commercialisation: Publisher: Inderscience; Listed in ABDC Journal Rankings List (**Confirmation received for the Special Issue**).

Registration Fees (inclusive of GST)

Indian Participants:

Category	Early Bird Registration	Regular Registration
Academicians	INR 5000/-	INR 5500/-
Students/Scholars	INR 3000/-	INR 3500/-
Industry Participants	INR 6000/-	INR 6500/-

Foreign Participants:

Category	Early Bird Registration	Regular Registration
Academicians	USD 300	USD 350
Students/Scholars	USD 150	USD 200
Industry Participants	USD 400	USD 450

Please visit Calcutta Business School Website for further details

Conference Venue

Calcutta Business School

Diamond Harbour Road; Bishnupur; South 24 Parganas, West Bengal, India. PIN: 743503 (7 k.m. from IIMC towards Diamond Harbour; Opp. Nilgiri Cinema Hall)

CONTACT

Conference website

<https://calcuttabusinessschool.org/MARSOC2020/>

For any query please write to Dr. Sanjana Mondal, Convener, MARSOC-2020
Email: marsoc2020@calcuttabusinessschool.org
Tel: +91-332420-5200/215/8240137990

